

UNITED STATES DISTRICT COURT
DISTRICT OF MASSACHUSETTS

FEDERAL TRADE COMMISSION,)
Plaintiff,)
v.)
DIRECT MARKETING CONCEPTS, INC., et al.,)
Defendants.)

Civ. No. 04-11136-GAO

**NOTICE OF APPEARANCE ON BEHALF OF PLAINTIFF
FEDERAL TRADE COMMISSION**

To the Clerk: Please enter my appearance in the above-captioned matter on behalf of the plaintiff, the Federal Trade Commission. I am an attorney with the Federal Trade Commission and a member in good standing of the District of Columbia bar.

Respectfully submitted,

Shira D. Modell
Shira D. Modell
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ATTORNEY FOR PLAINTIFF

DATE: September 1, 2005

CERTIFICATE OF SERVICE

My name is Daniel Kaufman and I am an attorney with Federal Trade Commission. On September 1, 2005, Notices of Appearance on Behalf of Plaintiff Federal Trade Commission for Heather Hipsley and Shira D. Modell were served via first class mail as follows:

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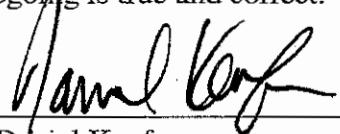
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I declare under penalty of perjury that the foregoing is true and correct. Executed this September
1, 2005 at Washington, D.C.



Daniel Kaufman